

County of Loudoun
Department of Planning
MEMORANDUM

DATE: October 24, 2007

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: ^{pb} Pat Giglio, Planner
Community Planning

SUBJECT: SPEX 2007-0011 Sterling Chevrolet – Remove Non-Conforming Use
ZMOD 2007-0001, Sterling Chevrolet- Modify Building Setback
ZMOD 2007-0003, Sterling Chevrolet- Comprehensive Sign Plan
Second Referral

BACKGROUND

O'Malley Auto Group, the Applicant, is requesting a Special Exception (SPEX) to remove the existing legal non-conforming status of the structures located on the property, a Zoning Ordinance Modification (ZMOD) to reduce the required building setback from Harry Byrd Highway (Route 7) and a ZMOD to permit a Comprehensive Sign Plan for Sterling Chevrolet pursuant to the provisions of the Revised 1993 Zoning Ordinance. Sterling Chevrolet, is located on a parcel zoned PD-CC-SC (Planned Development – Commercial Center – Small Regional Center) north of Route 7 (Harry Byrd Highway), east of Lakeland Drive and west of the Loudoun/Fairfax County line, at 46980 Harry Byrd Highway. The auto dealership, approved in 1987 on the subject site, is being refurbished and updated as part of a "Facility Imaging Program" through General Motors with a new entrance and corporate signage. The applicant proposes the expansion of the existing front entrance, and the addition of three building-mounted signs and the relocation of an existing 16' pylon sign near the front of the site. The site is governed under the policies of the Revised General Plan, and is located within the Sterling Community of the Suburban Policy Area (Revised General Plan, Planned Land Use Map, p. 7-23). The retail policies of the Countywide Retail Plan Amendment (Retail Plan) also apply to the application. Staff has reviewed the most recent submittal dated October 16, 2007. Below is a discussion of outstanding issues.

OUTSTANDING ISSUE

Staff in the first referral had requested additional information pertaining to the lighting of the signage. In response the applicant has provided a drawing detailing the proposed

channeling lighting, but no details on the proposed lighting intensity have been provided.

Staff requests that the applicant submit lighting measurements in foot-candles for all the proposed illuminated signs in order to evaluate light trespass on adjoining properties and to fully assess the visual impact of the proposed sign plan. The applicant should commit to lighting intensities that are the minimum necessary for the operation of the facility and should restrict the times of illumination for the signs in order to alleviate any potential issues pertaining to intrusive light trespass and light pollution of the night skies.

RECOMMENDATIONS

Staff finds that the proposed zoning modification request to reduce the required building setback from Harry Byrd Highway (Route 7) in order to construct a new entrance and the zoning modification request for the Comprehensive Sign Plan are intended to update the appearance of the auto dealership and are supported by the policies of the Retail Plan which encourage improvements to the appearance of existing commercial areas in order to keep businesses competitive in a changing retail environment. In general, staff finds the proposed comprehensive sign plan is in keeping with the design guidelines and policies of the Revised General Plan and Retail Plan. However, Community Planning staff is not able to recommend approval of the Special Exception and Zoning Modification requests until such time as detailed information pertaining to the light intensities of the proposed signs is submitted and appropriate conditions of approval pertained to the sign lighting are developed.

Staff would be happy to meet with the applicant to discuss this outstanding issue.

cc: Julie Pastor, AICP, Director, Planning
Cynthia L. Keegan, AICP, Program Manager, Community Planning

County of Loudoun

Department of Planning

MEMORANDUM

DATE: May 29, 2007

TO: Sophia Fisher, Project Manager
Land Use Review

FROM: ^{PG} Pat Giglio, Planner
Community Planning

SUBJECT: SPEX 2007-0011 Sterling Chevrolet – Remove Non-Conforming Use
ZMOD 2007-0001, Sterling Chevrolet- Modify Building Setback
ZMOD 2007-0003, Sterling Chevrolet- Comprehensive Sign Plan

BACKGROUND

O'Malley Auto Group, the Applicant, is requesting a Special Exception (SPEX) to remove the existing legal non-conforming status of the structures located on the property, a Zoning Ordinance Modification (ZMOD) to reduce the required building setback from Harry Byrd Highway (Route 7) and a ZMOD to permit a Comprehensive Sign Plan for Sterling Chevrolet pursuant to the provisions of the Revised 1993 Zoning Ordinance.

Sterling Chevrolet, the subject of this application, is located on a parcel zoned PD-CC-SC (Planned Development – Commercial Center – Small Regional Center) north of Route 7 (Harry Byrd Highway), east of Lakeland Drive and west of the Loudoun/Fairfax County line, at 46980 Harry Byrd Highway. The auto dealership, approved in 1987 on the subject site, consists of an approximately 10,000 square foot indoor showroom and service area building with approximately 9,000 square feet of outdoor storage. The existing indoor showroom and service area building is located approximately 33 feet from the front property line within the required 100 feet building setback from the right-of-way of Route 7 and is considered an existing legal non-conforming structure.

A SPEX has been requested to remove the existing non-conforming status of the building in order to permit the construction of an expanded entrance canopy. The auto dealership is being refurbished and updated as part of a "Facility Imaging Program" through General Motors with a new entrance and corporate signage. The applicant proposes alterations to the existing front entrance through the introduction of a new door surround and a new entrance canopy which will extend six and one-half feet

beyond the existing canopy and into the required setback from Route 7. A ZMOD is required to reduce the required building setback from Harry Byrd Highway (Route 7) to permit the expanded canopy. The applicant is also requesting a ZMOD for a Comprehensive Sign Plan which will increase the number and area of signs. Specifically the applicant is requesting the addition of three additional building-mounted signs and the relocation of an existing 16' pylon sign near the front of the site.

COMPLIANCE WITH THE COMPREHENSIVE PLAN

The site is governed under the policies of the Revised General Plan, and is located within the Sterling Community of the Suburban Policy Area. The Revised General Plan designates this area for residential uses (Revised General Plan, Planned Land Use Map, p. 7-23). The retail policies of the Countywide Retail Plan Amendment (Retail Plan) also apply.

ANALYSIS

Building and Site Design

The Retail Plan states that buildings should demonstrate a unified design through the use of similar features such as "rooflines, materials, window arrangement, sign location, and architectural details" (*Retail Plan, Policy 3, p. 20*). Retail buildings should incorporate continuous arcades over front walkways to provide weather protection (*Retail Plan, Policy 9, p. 20*). Additionally the Retail Plan encourages improvements that the appearance of existing commercial areas and that keep businesses competitive in a changing retail environment (*Retail Plan, text, p. 18*).

The applicant proposes alterations to the existing front entrance through the introduction of a new door surround and a new entrance canopy which will extend six and one-half feet beyond the existing canopy and into the required setback from Route 7. The proposed entrance replaces a plain split-faced concrete block entrance with front gable roof. The proposed design of the new entrance is in keeping with Plan policies which call for building facades to incorporate recesses, off-sets, angular form or other features to avoid presenting a "blank side" to the street and neighboring properties (*Retail Plan, Policy 6, p. 20*). The proposed building materials and architectural details of the new door surround and entrance canopy complement the existing building and the colors of the corporate signs to unify the appearance of the building (*Retail Plan, Policy 3, p. 20*). No other physical changes to the building are proposed.

Staff finds the proposed design of the new entrance and canopy in conjunction with the building materials and architectural details complement the existing auto dealership and are in keeping with the design policies of the Retail Plan.

Signs

Collectively the location, quality, and clarity of signs define the general perception of a business, commercial, or retail center to its surrounding community. The prominent location of the subject site at the gateway into Loudoun County on Route 7 in Sterling Park emphasizes the importance of a sign plan that does not detract from the visual quality of the roadway.

The Retail Plan specifies that signs should be developed as an integral part of the overall center design and that a unified graphic design scheme is strongly encouraged (*Retail Plan, Policy 1, p. 21*). The proposed sign plan includes the addition of three additional building-mounted signs with channel lettering and/or corporate logos with back lighting. The new proposed building-mounted signage is centered above windows on the front elevation, above the new proposed entrance on the front elevation, and above the vehicle bays near the rear of the building. An existing 16' pylon sign with a Chevrolet logo located near the front entrance to the building is being relocated further west in front of the building. Overall the proposed signage exhibits uniformity in size that is in keeping with the existing signage and the scale of the building. The submitted photo-simulations depict how the proposed signage and new entrance will appear in conjunction with the building.

Staff finds the design; location and composition of the proposed signs are in keeping with the policies of the Retail Plan for a unified graphic design. Staff recommends the applicant commit to the designs and colors provided in the photo-simulations to ensure the proposed sign plan blends with the existing signs.

Lighting

The Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (*Revised General Plan, Policy 1, p. 5-42*). The Retail Plan specifies that all lighting should be designed to reduce glare and spillage of light onto adjoining properties and streets (*Retail Plan, Policy 2, p. 21*).

The submitted sign plan for the auto-dealership includes three building-mounted signs and a relocated 16' pylon sign. The proposed sign plan does not provide specific information on the lighting of these signs other than stating the signs will be back lighted. Staff requests more information regarding signage lighting in order to evaluate light trespass on adjoining properties and to fully assess the visual impact of the proposed sign plan. In particular, times of illumination, and intensity of lighting, and a statement of justification that the proposed lighting is the minimum necessary for the operation of the facility should be provided by the applicant. The issues of intrusive light trespass and light pollution created by the proposed sign plan on the night sky should also be addressed.

Staff recommends information regarding signage lighting be provided including types of lighting, intensity of lighting and times of illumination to further evaluate light trespass and impacts on the surrounding night sky. Staff recommends a commitment to the use of lighting that is least disruptive to the adjoining properties in terms of glare and appearance.

RECOMMENDATION

Community Planning staff is not able to recommend approval of the Special Exception and Zoning Modification requests until such time as additional information regarding signage lighting is submitted by the applicant.

Staff would be happy to meet with the applicant to discuss this outstanding issue.

cc: Julie Pastor, AICP, Director, Planning
Cynthia L. Keegan, AICP, Program Manager, Community Planning

COUNTY OF LOUDOUN
MEMORANDUM
DEPARTMENT OF BUILDING AND DEVELOPMENT

DATE: December 13, 2007

TO: Sophia Fisher, Project Manager, Department of Planning

FROM: Theresa M. Stein, Planner, Zoning Administration *TMS*

CASE NUMBER AND NAME: SPEX 2007-0011 to remove non-conforming status,
ZMOD 2007-0001 to modify building setback,
ZMOD 2007-0003 for Comprehensive Sign Plan,
Sterling Chevrolet (3rd submission)

TAX/MAP PARCEL NUMBER: /82////////5A, /81/A/1////8/, /81/A/5////6A

MCPI: 014-49-0555, 014-48-8463, 014-48-7876

The following comments remain outstanding following review of the third submission, revised December 4, 2007:

1. Staff requested that the applicant acknowledge that the conditions associated with SPEX 1991-0009 (and SPEX 1987-0011) remain in effect, which was not done.
2. Staff requested that ZOAM 2006-0003 changes be incorporated; however, sheet 1 of the plat references a modification to Section 5-900(C), which has no bearing on this application.
3. Staff requested a tabulation be provided on sheet 3 that states the required buffer yard width and required landscaping, what exists that meets the Ordinance requirement, and what will be planted; however, this was not provided on the plan. The applicant states on sheet 1 that its seeking a modification of 5-1414(B)(3), but the Statement of Justification (SOJ) references Section 5-1406(E)(2) and that the applicant wants to modify such section to the landscaping that currently exists on site. If the applicant is modifying the buffer plantings, then 5-1414(B)(3) needs to be modified, in addition to 5-1406(E)(2). If the applicant wishes to eliminate the 5-1406(E)(2) requirement, a modification to 5-1414(B)(3) is not needed. The proposal/modifications and the SOJ should be compatible in the request. Staff recommends all required shrubs be provided, and that canopy trees be eliminated, requiring modification to both sections. Finally, no description appears on sheet 3 of what exists in the rear buffer, what meets the Ordinance, and what is required, as previously requested. If the applicant also seeks to modify the rear buffer, then it should be set out in the plan. In addition, the section number is wrong for modification 4 on page 5 of the SOJ. Sheet 6 of the SOJ states that existing landscaping can be found on sheet 2 of the plan and in the tabulation, which is not correct. Sheet 2 has no landscape information and there is no tabulation.
4. Staff requested that lighting be shown in foot candles, however, page 7 through 9 of the sign package shows the signs in "lumens", which is not recognized in the Ordinance. Several of the elevations (page 2 through 4) do not list the foot candles.

COUNTY OF LOUDOUN
MEMORANDUM
DEPARTMENT OF BUILDING AND DEVELOPMENT

DATE: November 5, 2007

TO: Sophia Fisher, Project Manager, Department of Planning

FROM: Theresa M. Stein, Planner, Zoning Administration *TMS*

CC: Marilee Seigfried, Deputy Zoning Administrator

CASE NUMBER AND NAME: SPEX 2007-0011 to remove non-conforming status,
ZMOD 2007-0001 to modify building setback,
ZMOD 2007-0003 for Comprehensive Sign Plan,
Sterling Chevrolet (2nd submission)

TAX/MAP PARCEL NUMBER: /82////////5A, /81/A/1////////8/, /81/A/5////////6A

MCPI: 014-49-0555, 014-48-8463, 014-48-7876

The following comments remain outstanding or have been generated by the applicant's second submission:

1. A special exception (SPEX 1987-0011) was approved for an automotive dealership with a service and body shop. SPEX 1991-0009 was approved in 1991 to allow automobile sales and service/body shop. The conditions of SPEX 1991-0009 stated that the prior SPEX conditions remained in effect and were not "negated by the conditions of this special exception". With the adoption of the Ordinance in 2004, "motor vehicles sales and accessory service" and "motor vehicle service and repair, light" became permitted uses in the PD-CC-SC zoning district, per 4-203(C)(2) and (4); however, a body shop is most similar to motor vehicle repair, heavy, which not a permitted or special exception use in the district. Therefore, the conditions associated with SPEX 1991-0009 (and SPEX 1987-0011) remain in effect. Staff requests that the applicant acknowledge this information which was provided with the first round of comments.
2. Zoning Ordinance Amendment ZOAM 2006-0003 was approved on October 16, 2007 and goes into effect on December 3, 2007. As the rezoning application is not likely to be approved prior to December 3, 2007, please revise the SPEX plat, proposal and modifications to be consistent with the adopted ZOAM as the buffers, setbacks and yards have changed.

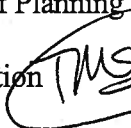
3. Original comment: *In reviewing the application, the Planning Commission and Board shall consider whether the nonconforming structure and parking areas can be improved through a landscape buffer to minimize adverse impacts on abutting properties. The existing conditions plan (sheet 3 of 3) does not indicate that there is any landscaping on the property. Staff recommends that landscaping be added where possible in order to improve upon the lack of buffer yards and reduced setbacks.* Existing plantings shown on sheet 3 do not conform to the Ordinance requirements and must be supplemented. Provide a tabulation that states the requirement, what exists that meets the Ordinance requirement, and what will be planted. Per 5-1406(E)(2) a Type 3 front buffer needs to be installed along Route 7, which is a 20' minimum buffer with 3 canopy trees, 3 understory trees, and 20 shrubs per linear footage. In addition, a Type 3 side/rear is required along the northern boundary. Again, state what plantings are required, what exists that meets the requirement, and what will be planted. See ZOAM 2006-0003 for the revised landscaping requirements.
4. Original comment: *The applicant states in the Justification for Modifications that they wish to increase the total sign area, the maximum number, the maximum area and the minimum setback from the right of way. Section 5-1203(E) states that Comprehensive Sign Packages shall include a comparison chart, the various sign types and a sign plan. The illustrative signs provided do not (1) provide height and length and total sign area when shown on elevations; (2) state the type of sign proposed and the number of each sign. For example, on page labeled "Pg 1 of 1" the "bowtie" sign does not give its dimension, and how many are proposed. Consolidate so that the Planning Commission and Board of Supervisors know exactly how many of each sign is proposed, its location and the maximum size of any one sign.* The sign dimensions provided to not equal the aggregate square footage. Be advised that where there is a discrepancy between the total square footage of the dimensions versus the aggregate, the maximum area of any one sign will be the maximum allowed at the permit stage.
5. Original comment: *The Comparison Matrix provided is confusing. Remove the information regarding ground mounted signs as it appears none are proposed, as well as the illumination column if it is not to be modified. The applicant shows that all signs will remain within the maximum area of any one sign, however, several signs exceed 20 square feet. For example, if a "service" sign is limited to 20 sf, and only 1 sign is proposed, how will the total aggregate area be 35.77-feet? Be clear how many signs are being proposed/existing and the size of each sign. In addition, the applicant state that they wish to modify the minimum setback, but no information was provided.* Correlate each sign in the Comparison Matrix to its location on the Site Plan and to the exhibit which illustrates its type. For example, call out the 9.9 sf aggregate area Bowtie (proposed) as Sign #1 on the Comparison Matrix. Show the location of Sign #1 on the Site Plan, and state that "element" "Bowtie" on the Before/After Side elevation Sign Elements is Sign #1. Revise the matrix to state whether the signs will be backlighted as permitted. As no information was provided otherwise, staff concludes that the minimum setback from the ROW and the maximum height are not being modified. In the Before/After Side Elevation Sign Elements eliminate the size, weight, and length column as the information is not needed for purposes of a sign package and in some cases, there is a discrepancy. Convert "amps" to foot candles and the Ordinance does not recognize "amps". The square footage of the pylon sign (#4) does not agree with the Elevation or Matrix. There are examples of the Chevrolet signs, but none were provide for the Saturn signs; provide illustrations of the Saturn signs.

6. Eliminate the "GM Chevrolet LED Program" and the "Chevrolet Blue Signature – LED Remote" (2 pages) as these documents provide no information that is useful to this application.
7. Delete note 5 on sheet 2 of the SPEX/Zoning Modification Plan. The yards shown on the plan are not for "administrative purposes only", they are the current yard requirements and any future development must conform unless otherwise modified by this application. Buildings that currently encroach are considered legally nonconforming, unless they are the subject of this application to remove the non-conformity.

COUNTY OF LOUDOUN
MEMORANDUM
DEPARTMENT OF BUILDING AND DEVELOPMENT

DATE: July 23, 2007

TO: Sophia Fisher, Project Manager, Department of Planning

FROM: Theresa M. Stein, Planner, Zoning Administration 

THROUGH: Marilee Seigfried, Deputy Zoning Administrator

CASE NUMBER AND NAME: SPEX 2007-0011 to remove non-conforming status,
ZMOD 2007-0001 to modify building setback,
ZMOD 2007-0003 for Comprehensive Sign Plan,
Sterling Chevrolet

TAX/MAP PARCEL NUMBER: /82/////////7/, /82/////////5A, /81/A/1////8/, /81/A/5////6A

MCPI: 014-49-2863, 014-49-0555, 014-48-8463, 014-48-7876

The properties were zoned C-1 and R-1 under the 1972 Loudoun County Zoning Ordinance, which converted to PD-CC-SC with the adoption of the 1993 Loudoun County Zoning Ordinance, now governed by the Revised 1993 Loudoun County Zoning Ordinance ("Ordinance"). Parcel 5A is split zoned PD-CC-SC and CR-1 in accordance with the Ordinance remapping rules and parcel 7 is completely zoned CR-1. The applicant states on the proposed plan that the CR-1 portions of the properties are not subject to these applications, therefore, staff inquires as to why parcel 7 is included and recommends that it be removed from the application. A special exception (SPEX 1987-0011) was approved for an automotive dealership with a service and body shop; conditions associated with that application are attached. In addition, (SPEX 1991-0009) was approved in 1991 to allow automobile sales and service/body shop. The conditions of SPEX 1991-0009 (attached) stated that the prior SPEX conditions remained in effect and were not "negated by the conditions of this special exception". With the adoption of the Ordinance in 2004, "motor vehicles sales and accessory service" and "motor vehicle service and repair, light" became permitted uses in the PD-CC-SC zoning district, per 4-203(C)(2) and (4); however, a body shop is most similar to motor vehicle repair, heavy, which not a permitted or special exception use in the district. Therefore, the conditions associated with SPEX 1991-0009 (and SPEX 1987-0011) remain in effect.

Per 1-405(A) of the Ordinance, the applicant wishes to obtain a special exception to remove the non-conforming status that resulted with the adoption of the 5-900(A)(1)(a) Route 7 building setback of 100' and the 4-206(E)(1) requirement of a 100' building setback from arterial roads as one of the existing buildings encroach approximately 65' into the 100' building setback, leaving a building setback of approximately 33' from Route 7. While the proposed canopy is a structure, not a building, its

attachment to the building requires the removal of the non-conforming status as well as a zoning modification to permit the proposed canopy structure to encroach approximately 61' into the 100' building setback, allowing for an approximate 39' setback from Route 7. The applicant proposes to modify the building setback to 20' from Route 7, shown on the Zoning Modification Plan. If the modification is approved, it will permit the existing building to encroach approximately 65' into the setback. The zoning modification to the building setback will not apply to any future additions to the existing building

In addition, the applicant has requested a zoning modification for a Comprehensive Sign Plan to increase the number of signs, to alter the setback from the right-of-way, and to increase the size of any one sign.

I. CRITICAL ISSUES:

1. None.

II. CONFORMANCE WITH REMOVAL OF NONCONFORMING STATUS (§1-405):

1. In reviewing the application, the Planning Commission and Board shall consider whether the nonconforming structure and parking areas can be improved through a landscape buffer to minimize adverse impacts on abutting properties. The existing conditions plan (sheet 3 of 3) does not indicate that there is any landscaping on the property. Staff recommends that landscaping be added where possible in order to improve upon the lack of buffer yards and reduced setbacks.
2. Staff notes that the applicant has not requested to remove the non-conforming status from other buildings, outdoor storage, and parking, namely the Saturn Building (encroaches into the Route 7 building setbacks); parking space on parcel 5A (within the 35' parking yard prescribed by Section 4-205(C)(1)(c)); . In addition, Section 4-205(C)(2) requires a 100' building and parking yard from any residential district, however, none of the parking, or the body shop has a request to remove the. The body shop, parking along the 6A and 5A northern boundary, and possibly the "car storage area" are within this 100' yard adjacent to residential districts, yet the applicant has not requested to remove the non-conformity or to modify the yard. Also, the encroachment along the parcel 5A eastern boundary into the yard required by 4-205(C)(3), Adjacent to Other Nonresidential Districts, has not been modified or requested to have the non-conformity removed. If the applicant wishes to expand any of these uses or structures in the future, they should include it within this application.

III. CONFORMANCE WITH THE PD-CC-SC DISTRICT REGULATIONS (§4-200):

3. All requested modifications must be listed on the plat stating the requirement and the requested modification.
4. Section 4-205(C)(1)(c) requires a 35' yard from any road right-of-way for buildings, parking and storage. The applicant does not appear able to maintain this yard for the subject building, therefore, a modification of this section is also required.

5. Section 4-205(C)(2) requires that all buildings, parking and outdoor storage be 100' from any existing residential district. The existing parking, body shop and outdoor storage encroaches into this yard. The applicant should consider removing the non-conformity and including a modification of this yard in order to allow for future expansion.
6. Section 4-205(C)(3) requires a 35' yard from any other non-residential district for buildings, parking and outdoor storage. MCPI 041-49-6353 is zoned PD-GI and the storage and parking along the eastern boundary, adjacent to the 041-49-6353 are within the 35' yard. The applicant may wish to remove the non-conformity.
7. The applicant has sought to modify 4-206(E)(1) to allow a building setback of 20' instead of the required 100' setback from an arterial road. Staff notes that the plan indicates that the existing building is further back than the proposed 20' setback, and recommends that the setback modification be revised to the current setback of the existing building, which appears to be approximately 33-feet. In addition, state on the plan the distance the existing building is from Route 7 (it is noted for the canopy only).
8. The required landscaped open space is .20 times the buildable area; state the requirement and the amount provided (4-207(B)).

IV. CONFORMANCE WITH THE SPECIFIC SETBACK REGULATIONS (§5-900):

9. The applicant has requested a modification of the building setback from Route 7 as required by Section 5-900(A)(1)(a). As stated in #7 above, the applicant has requested a modification from 100' to 20', however, the existing building appears to be approximately 33' from Route 7. Staff recommends that the modification request be revised to the distance currently provided.
10. The Saturn building does not meet the 100', and staff questions why it was not included in the removal of non-conformity or modification request. As it currently stands, these structures may not be expanded without a new application.
11. Parking must be 100' from Route 7 with landscaping requirements. The current parking does not meet this requirement, nor does it appear to meet the landscaping requirements of 5-1414(B)(3). Staff recommends it be included in the request to remove the non-conformity as well as included in the modifications.

V. CONFORMANCE WITH THE PARKING REGULATIONS (§5-1100):

12. Motor Vehicle Sales & Service requires 2.5/1000 sf of interior sales space plus 1.5/1000 sf of external display (not including stock areas closed to the public) plus 3 spaces per service bay. State what is required per the Ordinance on the plat and the amount of parking provided on sheet 1, Off-Street Parking and Loading Tabulation.

VI. CONFORMANCE WITH THE LANDSCAPING REGULATIONS (§5-1400):

13. Provide a landscaping sheet that shows the existing landscaping. Staff may recommend that landscaping be installed where possible to mitigate any impacts.

VII. OTHER:

14. On sheet 1, Site Data, remove the parcel that is not subject to the SPEX/ZMOD and indicate which parcel only has a portion subject to the application. Also, revise the Vicinity Map to reflect only those portions that are included in this application.
15. Revise the Current Use using terms defined in the Ordinance.
16. State the full extent of the proposal (i.e. SPEX to remove non-conformity, ZMOD to modify, etc).
17. In the Zoning Requirements, state what is provided and what is proposed for all the yards, coverage, FAR, and other lot requirements.
18. Remove the "Special Exception/Zoning Modification Plan" as sheet 2 provides the correct scale and detail.
19. On sheet 2, remove Note 1 as the previous data will not be applicable to this site now that it is governed by the Revised 1993 Zoning Ordinance.
20. Shade those portions of parcels that are not subject to this application and clearly state such on the plan.
21. Show all the yard lines as required by the Ordinance, in order to highlight encroachments, and provide the distance of all buildings, parking and outdoor storage from property lines. For example. The existing Body Shop is 75' from the northern district boundary and the car storage area is within the 100' yard from residential districts.

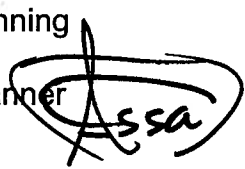
VIII. COMPLIANCE WITH COMPREHENSIVE SIGN PLAN (§5-1200):


22. The applicant states in the Justification for Modifications that they wish to increase the total sign area, the maximum number, the maximum area and the minimum setback from the right of way. Section 5-1203(E) states that Comprehensive Sign Packages shall include a comparison chart, the various sign types and a sign plan. The illustrative signs provided do not (1) provide height and length and total sign area when shown on elevations; (2) state the type of sign proposed and the number of each sign. For example, on page labeled "Pg 1 of 1" the "bowtie" sign does not give its dimension, and how many are proposed. Consolidate so that the Planning Commission and Board of Supervisors know exactly how many of each sign is proposed, its location and the maximum size of any one sign. Also, a sign plan needs to be provided which will show where each sign will appear in relation to the site. Staff recommends that the applicant review recently approved sign plans to provide information on the presentation of the material.
23. The Comparison Matrix provided is confusing. Remove the information regarding ground mounted signs as it appears none are proposed, as well as the illumination column if it is not to be modified. The applicant shows that all signs will remain within the maximum area of any one sign, however, several signs exceed 20 square feet. For example, if a "service" sign is limited to 20 sf, and only 1 sign is proposed, how will the total aggregate area be 35.77-feet? Be clear how many signs are being proposed/existing and the size of each sign. In addition, the applicant state that they wish to modify the minimum setback, but no information was provided.

County of Loudoun
Office of Transportation Services
MEMORANDUM

DATE: May 2, 2007

TO: Sophia Fisher, Project Manager, Department of Planning

FROM: Shaheer Assad, Senior Transportation Engineer/Planner 

THROUGH: Arthur Smith, Senior Coordinator 

SUBJECT: SPEX 2007-0011 Chevrolet S 1 Lots 6, 7 & 8
ZMOD 2007-0001 Sterling Chevrolet
ZMOD 2007-0003 Sterling Chevrolet S 1 Lots 6, 7 & 8 (Sign Plan)

First Referral

Background

The applicant is seeking approval of a special exception to remove an existing non conforming use of structures and a Zoning Ordinance Modification to reduce the building setback from Route 7 (Harry Byrd Highway) and to permit a comprehensive sign plan pursuant to the provision of the Revised 1993 Zoning Ordinance to accommodate the revised signage for the auto dealership. The site is located on the north side of Route 7 between Sterling Blvd and Loudoun /Fairfax County line. Access to the site is from Route 7. Please see Attachment 1 Project Vicinity Map.

Existing, Planned and Programmed Roads

Route 7 is a six-lane divided principal arterial with grade-separated interchanges at some major intersections. The ultimate condition for Route 7 in the vicinity of this site is to remain six-lane road with at-grade intersections. Intersection improvements will be constructed by the County in the near future. Additional dedication may be required for the right-turn lanes at intersections.

Issues

1. The Special Exception Plat shows dedication of a 100 feet ROW from the center line to the property line at the frontage of the site for the future improvements of Route 7.

ATTACHMENT 1-C

A-15

2. The project will not add new trips to the site. Approval of this application will not result in significant impact on traffic conditions in the vicinity of the site.

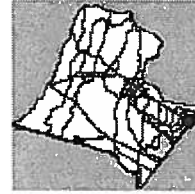
Conclusion

OTS has no objections to the approval of this application.

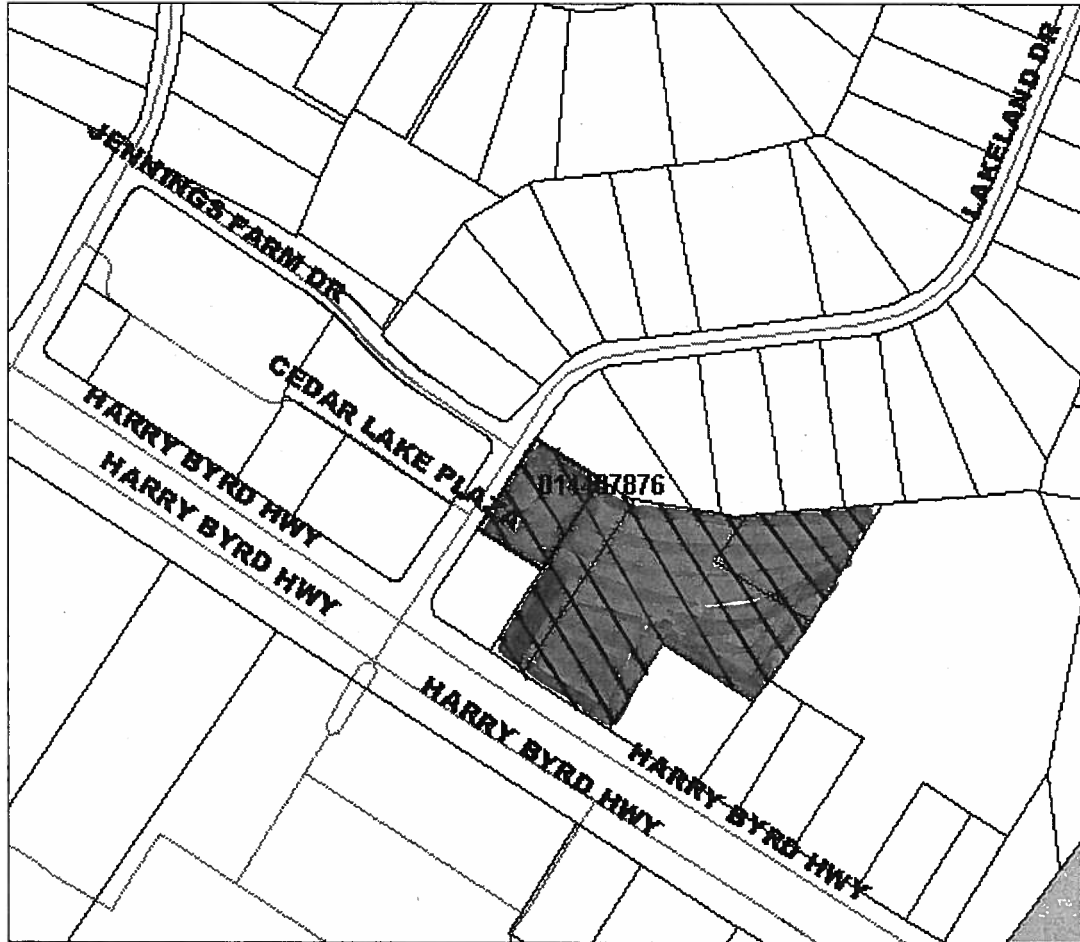
Attachment 1, Project Vicinity Map.

CC: Andrew Beacher, Assistant Director

Loudoun County Mapping System



7,056,516



7,054,569

11,801,684

Map Width=2,226 feet

11,803,910

Created on 5/1/2007 1:44:58 PM

PIN	Address
014487876	

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COMMONWEALTH of VIRGINIA

DAVID S. EKERN, P.E.
COMMISSIONER

DEPARTMENT OF TRANSPORTATION

14685 Avion Parkway
Chantilly, VA 20151
(703) 383-VDOT (8368)

May 18, 2007

Ms. Sophia Fisher
County of Loudoun
Department of Planning MSC#62
1 Harrison Street, S.E.
P.O. Box 7000
Leesburg, Virginia 20177-7000

Re: Sterling Chevrolet
Loudoun County Application Number SPEX 2007-0011, ZMOD 2007-0001,
and ZMOD 2007-0003

Dear Ms. Fisher:

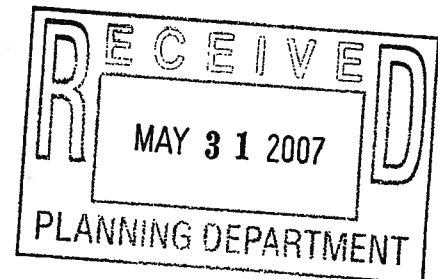
We have reviewed the above application as requested in your April 19, 2007 transmittal (received April 24, 2007). We have no objection to approval of this application.

If you have any questions, please call me at (703) 383-2424.

Sincerely,

A handwritten signature in black ink, appearing to read "T.B. VanPoole".

Thomas B. VanPoole, P.E.
Senior Transportation Engineer



ATTACHMENT 1-d

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